

## Claims

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1. An information transmitting method for transmitting a program guide information together with a broadcasting program, wherein commercial information which corresponds to said program guide information and which is displayed on a program guide screen in a receiver is transmitted together with said program guide information.

2. The information transmitting method according to claim 1, wherein

said commercial information includes at least image data.

3. The information transmitting method according to claim 2, wherein

said commercial information further includes sound data.

4. The information transmitting method according to claim 1, wherein

said commercial information further includes address information of a computer which provides the detailed information of said commercial.

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5. The information transmitting method according to claim 1, wherein

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one.

said program guide information is composed of a plurality of hierarchy in accordance with the data size, wherein the first hierarchy having a small amount of data includes identification information for identifying said commercial information and the second hierarchy having a large amount of data includes identification information for identifying said commercial information and the actual commercial information.

6. A receiving apparatus for receiving a broadcasting signal comprising a broadcasting program transmitted together with a program guide information, comprising:

separating means for separating said program guide information from the received broadcasting signal; and

processing means for performing a display processing of a program guide screen based on the separated program guide information, wherein

said processing means displays a commercial information on a part of the program guide screen, when there is a commercial information which corresponds to the program guide information for constituting the program guide screen.

7. The receiving apparatus according to claim 6, comprising:

specifying means for specifying a commercial information displayed on a part of said program guide screen; and

communication means for communicating with an external

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said processing means picks up the detailed information of said commercial information from the external computer through said communication means to display the picked up detailed information, based on the address information included in said commercial information, when said commercial information is specified by said specifying means.

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